

The First Incandescent Ligh Flickered Out!
The Filament Could Not Stand the Heat—

EDISON

set out to find a filament that could. He played no hunch—he did not strike it lucky. But with the devotion to a worthy cause that only an Edison can show, he painstakingly gathered together from every part of the world substances that might serve as a filament.

OF THE THOUSANDS HE ELIMINATED ALL BUT ONE. IT WAS CARBONIZED BAMBOO. FROM THIS SUBSTANCE HE MADE THE LAMP THAT BURNED A THOUSAND HOURS.

THUS EVERY PART OF THE COMPLICATED AND DELICATE APPARATUS THAT SERVES YOU HOURLY WITH ELECTRICITY HAS BEEN DEVELOPED. NO PRIDE OF OPINION HAS DICTATED—NOWHERE HAS LUCK OR CHANCE INFLUENCED THE DESIGN OF APPARATUS THAT FILLS THE ALL IMPORTANT DUTY OF SERVING THE PUBLIC.

AND TODAY THE INDUSTRY THAT FURNISHES YOUR COMMUNITY WITH LIGHT AND POWER STANDS AS A CULMINATION OF ALL THAT DEVOTION TO STANDARDS AND IDEALS CAN DO. ITS EMPLOYEES LIVE WITH THEIR WORK AND RENDER THEIR SERVICES GLADLY NIGHT OR DAY—FAIR WEATHER OR FOUL. ITS FUTURE IS CLOSELY ALLIED WITH THE FUTURE OF YOUR COMMUNITY—ITS SERVICE IS THE CONTINUATION OF THE SPIRIT THAT MADE THE INCANDESCENT LAMP POSSIBLE AND THE DISTRIBUTION OF ELECTRICITY TO A WHOLE COMMUNITY PRACTICAL.

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